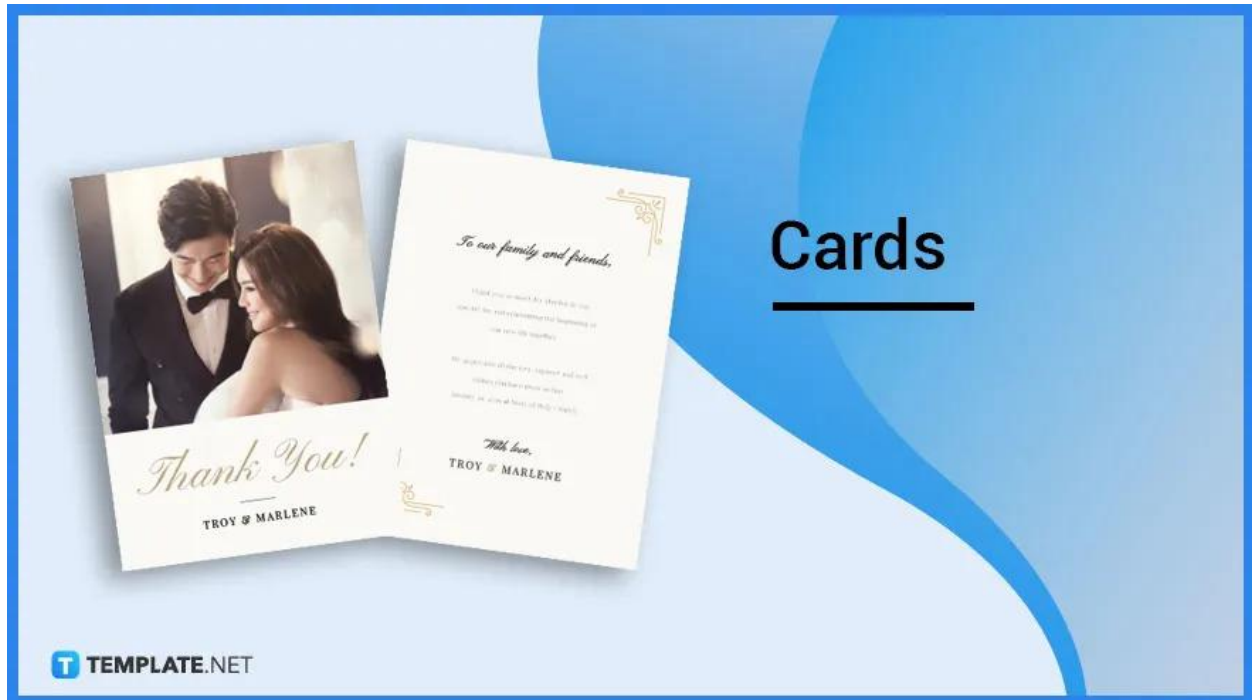


## Cards

Cards come in different sizes, shapes, colors, and themes and can be used for formal or casual occasions. It is a medium to exchange brief information from one person to another or would serve as a personal identifier.



## Card Definition and Meaning

A card is made out of either stiff paper, pasteboard, or plastic and is typically having a rectangular shape.

This handy material is handed out to another person or organization or for personal use.

## What Is a Card?

A card is often described as something small and handy that contains details regarding an event or greetings or perhaps a means to exchange personal information. Cards, because of their size, are also issued by banks to individuals in order to obtain credit, debit or cash. That said, a lot of businesses and entrepreneurs use cards for various occasions and for identification purposes.

## 10 Types of Card

# Greeting Card

A [greeting card](#) is typically a folded card placed with decorations following a certain theme or occasion. Personal messages are either written or printed on the next page for the recipient. Because of their size, greeting cards are widely used for personal and business purposes.



## Business Card

Companies and their personnel are never complete without a business card. A [business card](#) is a printed card having an individual's name, profession, company, company position, address, phone numbers, and any other essential personal information. This particular card is often exchanged from one entity to another or is attached to business documents.



# Wedding Card

A wedding is never complete with its invitations. [Wedding cards](#) are invitations that are handed out to guests weeks or months before an engaged couple's marriage. Some of these cards are printed with the couple's personal message, program information, and other relevant details.



## Invitation Card

[Invitation cards](#) are cards given to people who are invited to a special event. Events such as grand openings, engagement parties, birthday parties, Quinceñera, Christmas gatherings, and so much more are some of the events you can use invitations for. An invitation card could also be used to gain access to an event to ensure that only those invited are able to join the event.





## Anniversary Card

An [anniversary card](#) is a card used to give out a sentimental message to your loved one. The message inside typically will be a reminder of the number of years a couple or a married couple has been together. Married couples would also be reminded of their wedding dates.



## Birthday Card

Whether you are inviting family and friends over or greeting someone on their special day, birthday cards are a must-have for this occasion. A [birthday card](#) is a specially decorated card with a personalized message inside that is given to a birthday celebrant. Cards of this kind have different designs and graphics, often reflecting the celebrant's personality or the theme of the party.



## Gift Card

Businesses often find ways to retain their loyal customers by offering extra services or gifts. A [gift card](#) is typically a tiny card that is given to either a new or loyal consumer of a specific brand or business. This card usually has a specific value indicated in exchange for a particular product or service.





## Valentines' Day Greeting Card

The world celebrates different kinds of holidays and that said, there are different kinds of cards just made for those occasions. [Valentines' Day greeting cards](#) are usually used to greet both individuals and couples on a joyful Valentine's Day. This social occasion celebrates love through giving cards and gifts.



# Postcard

[Postcards](#) are message cards with an illustration or photo of a place or event on the front page and a blank space on the opposite side where you can write down your message. These types of cards are sent without envelopes with them. And are often used by travelers or for marketing purposes.



## Christmas Card

[Christmas cards](#) are cards given to individuals during the holiday season to commemorate the celebration of Christmas. Cards of this type have elegant and unique art designs often reflecting the spirit of the holiday. A Christmas card is a great avenue to express one's heartfelt Christmas message to family and friends.



# **Card Uses, Purpose, Importance**

People might tend to doubt the usefulness of cards given since we have been using hefty computer-based programs and messaging platforms that are proven to be easier and faster to use. However, cards of all forms are still regarded as very important with the main purpose of safekeeping treasured moments and to retain one's individual identity. The following are the purposes on why cards are still very much important.

## **Transport Heartfelt Messages**

Using cards instead of just using online platforms and text messaging is totally different. Both do have the same action but are very different when it comes to the sincerity of a message. Although very traditional in nature, cards can give you the chance to explain and transport your feelings as well as any piece of information that is very much yours.

## **Celebrate Happy and Memorable Occasions**

As aforementioned, cards are for safekeeping and are often kept. It is obvious that they are totally different from using mobile or computer devices when it comes to keeping track of important information and messages. Moreover, although very helpful, technological advancement comes off as quite robotic and not as impactful.

## **Make You and Everyone Grateful**

Studies have found that creating a card can make a lot of people happier. Whenever you engrave or print special moments and successes in life on paper, there is a percentage of producing more emotional benefits inside you and to the person, you will be sending the card to.

## **Exchange of Business Information**

Cards are also used to exchange business information, such as calling cards. This is often an exchange between one party to another or is attached to a document or product. Despite the advancement in technology, business cards are still widely used by a lot of people since it is convenient and easy to carry around.

## **Personal Identification**

Cards are also used to store a person's vital information because of their size. These are also used by financial institutions in a form of credit or debit cards. Cards like this often have unique security features and other data often exclusive to the cardholder.

## **Gifts**

Cards also work as gifts for special occasions since it's inexpensive (as you can create handmade or DIY cards) and those from afar can send them via mail. Not only that, gift cards issued by companies have an equivalent monetary value that could be used to buy something and would serve as payment. You can also give this kind of card as gifts or presents if you are unsure of what to exactly get your family or friends.

## **Entertainment**

Another thing about cards is that they are also designed for entertainment. Card games are popular for kids and adults alike and come in all sorts of designs and features like Pokemon cards, Tarot cards or playing cards use for poker. A lot of fun activities are created when using cards as a medium for these games.

## **What's in A Card? Parts?**

### **Front**

The front part of your card will have either a photo or an illustration that is following the theme, idea, or occasion you are commemorating. You can also add a highlighted text of your greeting or title, which could be funny, playful, serious, or even romantic.

### **Message/Information**

The central section of any card is the message it presents or a brief description of the cardholder's information.

### **Inserted Inside Panels**

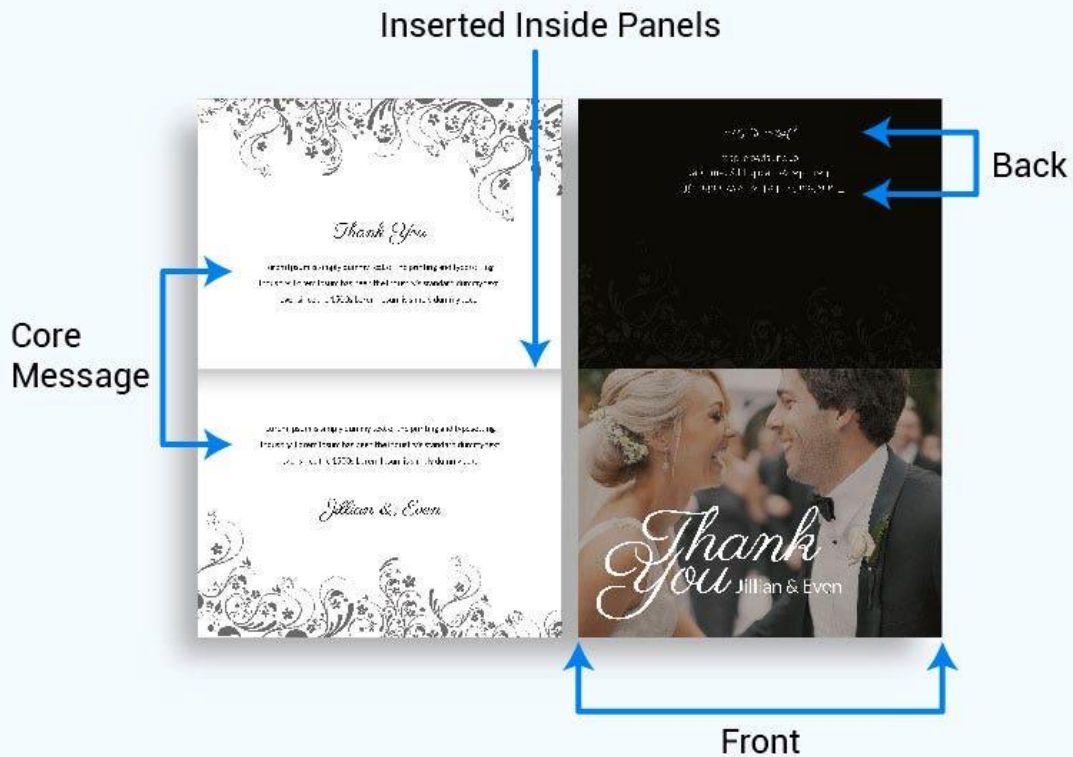
Greeting cards and invitations often have multiple folded panels that resemble a brochure. This could give an accordion look in order for you to write more messages or include more images inside.

### **Back**

For manufactured cards available in the market, you can see the manufacturing company of the card company, as well as the logo, copyright, and additional contact information. However, for your very own handmade card, you can write your name, date, or even your own signature as a logo.



# Card Anatomy



## How to Design a Card?

1. Pick a [card size](#).
2. Think of which theme or concept you want to go for.
3. Select a [card template](#).
4. Replace the front design with any design you want to add.
5. Insert your message.
6. Add some finishing touches and download.

# How to Design a Card?

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Pick a Card Size.

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Think of which theme or concept you want to go for.

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Insert your message.

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## Card Vs Business Card

A card is a rectangular material made of paper or plastic that comes in different designs and features.

A business card on the other hand is a specific kind of card used by entrepreneurs and business organizations.

# What's the Difference Between a Card, Invitation Card, or Postcard?

A card is used to convey messages or store important personal or business information.

An invitation card is used by many to make a polite or friendly request to an individual or a group of people to go somewhere or to do something in particular.

A postcard is a single-page card with a large image or photo on the front and a blank space for a written message at the back.

## Card Sizes

Cards come in different forms and sizes depending on how they are used. Here are some of the commonly used card sizes:

Card Size Name	Single Page Card Sizes	Folded Page Card Sizes
4-Bar	3 ½ by 5 inches	5 by 7 inches folds to 3 ½ by 5 inches
A2	4 ¼ by 5 ½ inches	5 ½ by 8 ½ folds to 4 ¼ by 5 ½ inches
A6	4 ½ by 6 ¼ inches	none
A7	5 by 7 inches	7 by 10 inches folds to 5 by 7 inches
A8	5 by 8 inches	8 by 10 inches folds to 5 by 8 inches
A8 Slim	5 by 8 inches	8 by 10 inches folds to 5 by 8 inches
Square	6 ¼ by 6 ¼ inches	none

# Card Ideas & Examples

If you're looking for more concepts and ideas for your next card, you can try checking our [card ideas](#) collection. You can see so much more designs following specific themes that you might want to incorporate into your very own card.

- Card Ideas and Examples
- Greeting Card Ideas and Examples
- Unique Ideas for Card Examples
- Invitation Ideas and Examples
- Valentines' Greeting Card Ideas and Examples
- Wedding Card Ideas and Examples
- Anniversary Card Ideas and Examples
- Card Ideas and Examples for Christmas
- Postcard Ideas and Examples
- Birthday Card Ideas and Examples

## FAQs

### What Elements Should a Card Have?

A common card should have at least three main elements that are either printed, written, or creatively handmade: front page, content, and back page.

### What Are the Cards Used for Business?

Businesses use card stocks to create business cards for a professional look and feel.

### What Are the Components of a Card?

The three main components of a card, especially a greeting card, are the front page, inside message, and back page.

### What Is the Importance of ID Cards?

ID cards are mainly used for identification and security.

### What Is Card Sorting?

Card sorting is a manner of organizing topics into categories, workflows, or structures that are useful when designing or evaluating the information architecture of a site.

### What Are the Parts of a Card?

The main parts of a card are the front, core message, and back.

### **What Is a Certificate Card?**

A certificate card is a card given to acknowledge an individual who is eligible to receive a certain prize, amount, product, or service on a specific date.

### **What Is Required to Obtain a Card?**

To obtain a greeting card, you can simply buy commercial ones in bookstores or stationary centers any time of day, while for business-related cards (ID cards, business cards, government-issued cards), you might need to undergo a certain process or interview.

### **What Should be Included in a Card?**

The details that highlight the purpose of the card should be included.

### **What Are Some Tips for a Standout Card Design?**

Show your creativity whether you are creating a minimalist or professional card for business-related purposes or a trendy card with vibrant colors for greeting cards.